

## ABSTRACT

A fruit juice-containing food product containing following components (a) and (b) in addition to a fruit component and a base having sweetness; and a method for reinforcing a flavor of a fruit juice-containing food product.

(a) one or more refreshing feeling substances selected from the group consisting of menthol, menthone, camphor, pulegol, isopulegol, pulegone, cineol, mint oil, peppermint oil, spearmint oil, eucalyptus oil, and fractions there of.

(b) one or more cool feeling substances selected from the group consisting of 3-1-menthoxypropane-1,2-diol, N-ethyl-p-menthane-3-carboxamide, 3-1-menthoxy-2-methylpropane-1,2-diol, p-menthane-3,8-diol, 2-1-menthoxyethane-1-ol, 3-1-menthoxypropane-1-ol, 4-1-menthoxybutane-1-ol, cyclic carboxamides, acyclic carboxamides, N,2,3-trimethyl-2-isopropyl butanamide, a menthoxy alkanol (alkyl group having 2 to 6 carbons), a menthoxy alkyl ether (alkyl group having 1 to 6 carbons), and a menthoxy alkanediol (alkyl group having 3 to 6 carbons).